



HEALTHMILES

HEALTHMILES HANDBOOK

WELCOME TO VIRGIN HEALTHMILES!

We're thrilled to have you as a new member.

Now, are you ready to start getting active and getting rewarded?

This guide will help get you started, provide tips for making the most of the program, define some terms, and give you lots of other valuable information.

Write down your HealthMiles Member ID: _____

Log in at www.virginhealthmiles.com

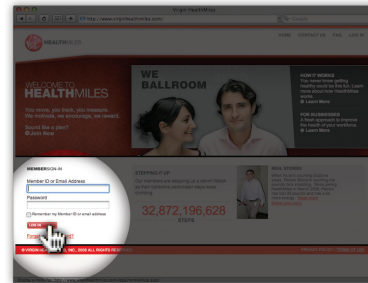
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- Page 2: **Getting Started**
 - Page 3: **How to Earn HealthMiles**
 - Page 6: **Levels & Rewards**
 - Page 8: **Challenges & Competitions**
 - Page 9: **Other Tools & Resources**
 - Page 10: **Virgin HealthMiles Glossary**
 - Page 11: **Contact Information**

SECTION 1

GETTING STARTED

1 LOG IN AND GIVE US SOME DETAILS.

The first time you log in to the LifeZone website (www.virginhealthmiles.com, lower left of the page), you'll be asked to complete your profile. Please fill out the fields as indicated. You can always update this information using the "Manage Account" link at the top of the each page.



2 TAKE YOUR HEALTH SNAPSHOT.

Earn 1,000 HealthMiles by completing the Health Snapshot, a questionnaire that should take you about 15 minutes. At the end you'll have a report of your current health status – personal and family medical history, exercise and nutrition habits, goals, health risks, etc.



3 ACTIVATE YOUR GOZONE.

Your GoZone pedometer is the best and fastest way to earn HealthMiles, and a fantastic little reminder to stay active! As soon as you receive it (in the mail or in person, depending on your sponsor), activate it! Step-by-step instructions are enclosed in the packaging, and you'll earn 1,000 HealthMiles for activating it.



4 FIND A HEALTHZONE NEAR YOU.

Search by zip code to find a HealthZone measurement kiosk near you. Take your measurements as soon as possible to establish your baseline. (No HealthZone near you? No worries. Take and enter your measurements yourself.)



5 GET ACTIVE!

Don't try to do it all, just do something. Soon enough, physical activity will become a regular part of your day and you'll forget what being inactive felt like. For tracking your first 5 days of steps, you'll earn 500 HealthMiles and get a good idea of what your current daily activity level is. Then, just try to do a little more than the day before. You can earn up to 100 HealthMiles per day for your activity all year long!



SECTION 2

HOW TO EARN HEALTHMILES

IT'S ALL ABOUT GETTING ACTIVE AND TAKING CARE OF YOURSELF.

And Virgin HealthMiles will motivate and reward you along the way. As you participate in the program, you'll earn HealthMiles (our version of reward points) and strive to reach Reward Levels. The more you engage, the more HealthMiles you earn, the higher the Reward Level you'll reach.

HERE'S WHAT YOU DO:

WEAR YOUR GOZONE PEDOMETER every day. This little gadget is core to the program and the best way to earn HealthMiles. The more active you are, the more steps you take, the more HealthMiles you earn. Upload your steps a couple times a week; your GoZone remembers which steps you took on which day.

WHAT YOU DO	WHAT YOU GET
Wear your GoZone & take:	
less than 7,000 steps	20 HealthMiles per day
at least 7,000 steps	60 HealthMiles per day
at least 12,000 steps	80 HealthMiles per day
at least 20,000 steps	100 HealthMiles per day

STRAP ON A HEART RATE MONITOR (HRM). We've teamed up with **Polar™** to invite the fitness fanatics among us to earn more HealthMiles for more intense workouts. Use the one you've got or buy one on the LifeZone at a great discount. Visit the About Activity page to find out more about how it works.

Wear your Polar HRM and workout for:	
less than 20 minutes	20 HealthMiles per day
at least 20 minutes at vigorous intensity	60 HealthMiles per day
at least 30 minutes at moderate intensity	60 HealthMiles per day

Max of 100 HealthMiles per day for GoZone steps + Polar HRM workouts + self-entered activities

SECTION 2: HOW TO EARN HEALTHMILES (CONTINUED)

ADD ENTRIES TO YOUR ACTIVITY JOURNAL. If you're not ready for a heart rate monitor but still want to log activities not captured with your GoZone pedometer, this is the place. You can also set targets, track sessions, watch calories burn – it's a one-stop shop for monitoring all of your activity.

WHAT YOU DO

Log your workouts and other activities in the Activity Journal.

WHAT YOU GET

10 HealthMiles per entry
(up to 20 per day)

Max of 100 HealthMiles per day for GoZone steps + Polar HRM workouts + self-entered activities

VISIT THE LIFEZONE WEBSITE. Read up on health & fitness news, spend your hard-earned rewards, monitor your activity, get big rebates when you shop in our Rebate Center – what's not to love on the LifeZone?

Visit as often as you like:
www.virginhealthmiles.com

10 HealthMiles per visit
(up to 20 per week)

GET INTO CHALLENGES. Rally your friends and coworkers together (or against each other) to see how active you can be. Check out Section 4 for more details on the different types of challenges.

Join a Corporate Challenge
Register for a Quest Challenge
Create your own challenge

200 HealthMiles per challenge
200 HealthMiles per challenge
500 HealthMiles for the leader (1 per year)

TAKE YOUR HEALTH SNAPSHOT. Complete the 15 minute health & fitness questionnaire on the LifeZone once a year. We'll remind you about it again when you hit your anniversary date.

Complete your Health Snapshot

1000 HealthMiles
(1 per year)

SECTION 2: HOW TO EARN HEALTHMILES (CONTINUED)

TAKE YOUR MEASUREMENTS. Your blood pressure, weight / body mass index (BMI), and body fat percentage are important indicators of overall health, so it's important to measure up on a regular basis. Earn HealthMiles for taking your measurements on the HealthZone, and then earn extra if they improve or were good to begin with.

WHAT YOU DO	WHAT YOU GET
Take all 3 measurements* on the HealthZone	200 HealthMiles per month
Ideal or improved weight/BMI	150 HealthMiles per month
Ideal or improved body fat	150 HealthMiles per month
Ideal or improved blood pressure	150 HealthMiles per month
*weight, body fat & blood pressure	

No HealthZone in your area? We still want you to stay on top of these important stats. Enter them yourself on the LifeZone in the Measure section.

Take and enter all 3 measurements* yourself	50 HealthMiles per month
Ideal or improved weight/BMI (self-entered)	50 HealthMiles per month
Ideal or improved body fat (self-entered)	50 HealthMiles per month
Ideal or improved blood pressure (self-entered)	50 HealthMiles per month
*weight, body fat & blood pressure	

CONTESTS, CHALLENGES, AND BONUSES.

Watch for more fun ways to earn extra HealthMiles throughout the year. We'll run special events and impromptu promotions to provide you with a little extra motivation and keep you on your toes!

SECTION 3

LEVELS & REWARDS

AS YOUR HEALTHMILES ADD UP, you'll proceed through a series of Reward Levels, where you'll receive HealthCash, bigger rebates, and other cool stuff. The higher the Level, the more you get when you get there.

Reward Levels are designed to encourage and reward increased amounts of daily activity.

MORE ACTIVITY = MORE HEALTHMILES = HIGHER LEVELS = MORE REWARDS

So while you're striving to get to the next Level for more rewards, your health and fitness is most likely improving, too.

Think of it this way: if you crank up your daily activity to get the rewards at Level 3 or 4, you're doing your body a whole lot of good. But if you're moping around and can't get out of Level 1, well, you're not doing much for your health or your wallet.

Check out **How Reward Levels Work** under the Rewards menu of the LifeZone to see what you'll get when you reach each of the 5 Reward Levels.



Set a Target Level by visiting the **HealthMiles Command Center** under the Rewards menu of the LifeZone. Setting goals is a great way to increase your chances of success, and we want you to do just that. Once you submit your target, your HealthMiles dial will remind you what you're aiming for.

Rewards → HealthMiles Command Center

SECTION 3: LEVELS & REWARDS (CONTINUED)

When you're ready to Spend Your HealthCash, choose gift cards from a wide variety of national retailers like Best Buy, The Home Depot, Target, and many more.

Rewards **Spend Your HealthCash**



*Gift cards and certificates are fulfilled by Hallmark Insights. Hallmark Insights and Virgin HealthMiles are not affiliated with Best Buy, The Home Depot, Target. © 2008 Hallmark Insights. All rights reserved.

YOUR HEALTHMILES ANNIVERSARY

Your anniversary is the date you joined Virgin HealthMiles, and is displayed online below your HealthMiles dial. Each year on your anniversary date, your HealthMiles balance will reset to zero and you'll begin your new year at Reward Level 1. All the HealthCash you've earned will remain in your account – no need to spend it before you're ready – and your Benefit Level for rebates and other perks will carry over for an additional 12 months.

By midnight the day before your anniversary, be sure to upload your GoZone and log all your activities, to get credit in the current year for all your hard work. Especially if you're close to the next Level!

On your anniversary, we'll prompt you to take your annual Health Snapshot (+1,000 HealthMiles), upload GoZone steps for 5 consecutive days for a new baseline (+500 HealthMiles), and get you well on the path to Level 2 once again!

SECTION 4

CHALLENGES & COMPETITIONS

WE'VE ADDED A LITTLE EXTRA INCENTIVE TO THE HEALTHMILES PROGRAM

with challenges and competitions that run throughout the year. Everything from most steps taken to member-wide sweepstakes to personally challenging your pals: a little healthy competition and some big prizes are sure to keep you moving.

CORPORATE AND COMMUNITY CHALLENGES

Compete with your coworkers or others within your sponsoring organization. Prizes and rules will vary, but there's sure to be some serious steps taken and some serious HealthCash.

We'll email all eligible members when the registration period opens. You can also keep an eye on your LifeZone homepage for announcements. Look for at least 2 Community Challenges per year.



CREATE YOUR OWN CHALLENGES

As a Virgin HealthMiles member, you can create and run your own Challenges at any time throughout the year. You set it up, we send out the invites. As the Challenge leader, you select the theme, the timeframe, the rules, the prizes and the players. Then let the games begin.



QUEST CHALLENGES

The Quest Challenge runs twice a year and it's our member-wide sweepstakes for big prizes. Our Quest winners so far have flown fighter jets, spent the weekend at the Virgin Festival and have sunned themselves (er, uh, we mean, have been active) in the Virgin Islands.

We'll email all eligible members when the registration period opens for the next Quest. You can also keep an eye on your LifeZone homepage for announcements. The entry requirements and Grand Prizes will vary.

SECTION 5

OTHER TOOLS & RESOURCES

HEALTHMILES REBATE CENTER

Earn rebates in the form of HealthCash by shopping at over 500 retailers in the Rebate Center. The higher your Benefit Level, the heftier your rebate.

Rewards **Membership Benefits**

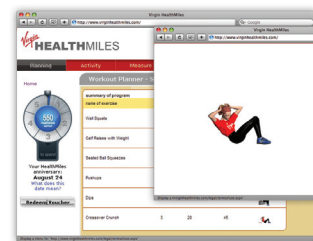
2% > 5% > 7%

REBATES

WORKOUT PLANNER

Customize your cardio, strength and stretching workout schedules by activity, level, length, frequency, and available facilities.

Planning **Workout Planner**



NEWS & VIDEOS

Search hundreds of free articles, reports, and videos on Fitness, Aging, Men's and Women's Health, Nutrition, and Weight Management.

Planning **News and Videos**

ACTIVITY JOURNAL

Easily view and monitor all of your activity here: your GoZone steps, the activities you've logged yourself, your goals, etc. Keep track of how many sessions you've earned, set calorie and step targets, and more.

Activity **Activity Journal**



HEALTHMILES GLOSSARY

“HEALTHMILES”

The Virgin version of reward points; it's what you earn for getting active and participating in the program. See page 3 for all the ways to earn!

GOZONE

Your pedometer (a.k.a. the little thing on your waistband to remind you to get active).

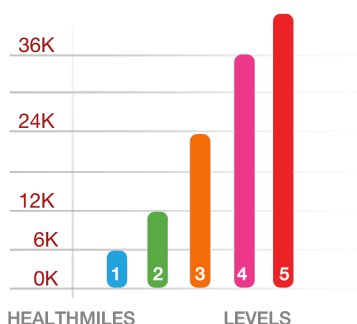
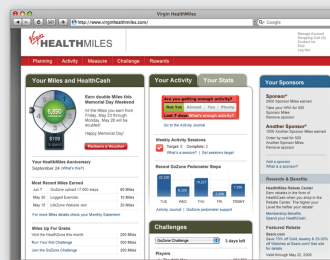


HEALTHZONE

The kiosk or desktop unit where you'll take your health measurements; find one near you by searching on the LifeZone.

LIFEZONE

Your secure, personalized web site where you'll manage your HealthMiles account; everything from monitoring your progress to spending your HealthCash to viewing your steps and your measurement history.



REWARD LEVEL

The milestones you strive to reach throughout the program and the points at which you get your HealthCash.

BENEFIT LEVEL

The higher of your current Reward Level or the top Reward Level you reached during the previous year. Let's say you reached Level 4 in your first year in the program, you'll keep the benefits from that Level (see Membership Benefits page for benefits) even as your HealthMiles return to zero and you start over the next year.

HEALTHCASH

It's what you get to spend in the program. You'll get more as you reach each new Reward Level. Go shopping with it right on the LifeZone website.

See your current balance under the Rewards menu, on the **Monthly Statement page** or the **Spend Your HealthCash** page.

HEALTH SNAPSHOT

An in-depth health and fitness questionnaire that you'll take once a year. It gives you a good overview of your health status and you'll earn 1,000 HealthMiles for taking it.

SESSION

You'll get a "session" marked on your **Activity Journal** if you get enough activity for the day. A session is at least 7,000 steps in a day with your GoZone pedometer. If you have a Polar heart rate monitor, you can also earn a session for 30+ minutes of moderate activity, or 20+ minutes of vigorous activity.

Aim for 5 sessions every 7 days to know that you're getting enough activity for your health. See the **About Activity** page for more details.

CONTACT INFORMATION

To log in to your account, go to
www.virginhealthmiles.com

Virgin HealthMiles customer service:
866-852-6898
healthmiles@virginhealthmiles.com